

CAMPAIGN: PURA VIDA TAYLOR MORRIS

CLIENT: COSTA RICA TOURISM BOARD

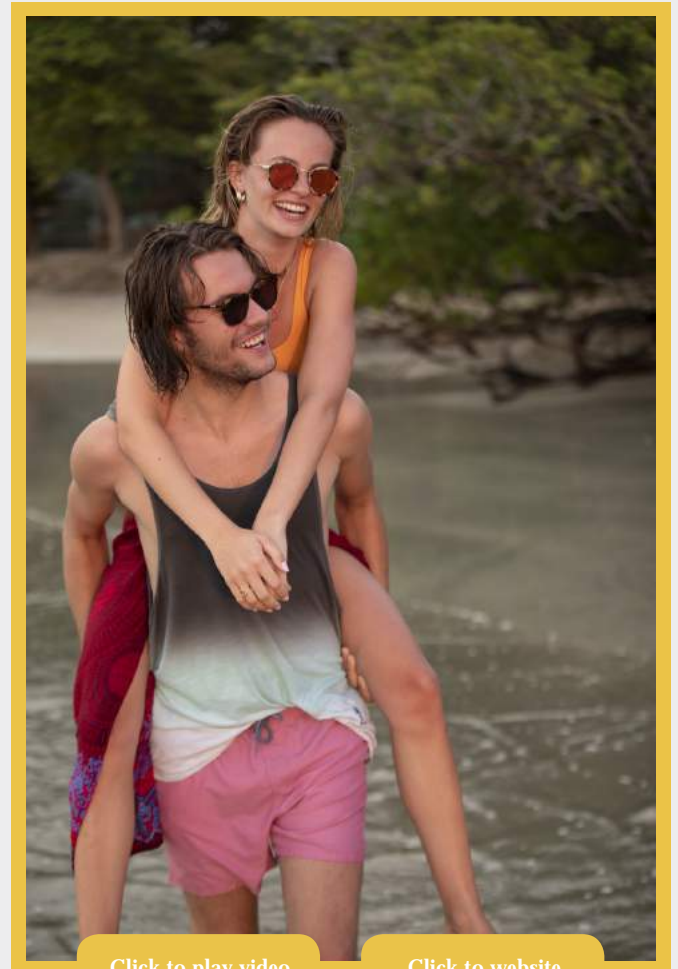


TAYLOR MORRIS
EYEWEAR

OVERVIEW

The campaign promoted Costa Rica in partnership with Taylor Morris, to bring a positive travel experience to the Taylor Morris audience (20-39 year olds, DINKs), urging them to discover all aspects of Costa Rica. Costa Rica Tourism hosted the brand and a group of young influencer ambassadors to experience what the destination has to offer with a strong focus on Luxury and Adventure. Two sunglasses were created (and sold) from the trip that encapsulated their time in Costa Rica. Their journey was documented through social media and photo/video assets were created for future marketing purposes. We created a microsite for this campaign to give a fresh, modern look and the assets created for the campaign to drove response through to our microsite at www.puravidataylor Morris.co.uk

Influencers: Jim Chapman, Chloe Lloyd, Eliza Batten, Josh Cuthbert, Sarah Tarleton



[Click to play video](#)

[Click to website](#)

RESULTS



39.2 mill
Total Impacts



43.5K +
Total Engagements



35K +
Total Clicks



£126,261
Added Value



7.3K
Data Acquisition



VISIT COSTA RICA X TAYLOR MORRIS COLLABORATION

Last summer we visited Costa Rica in collaboration with @visitcostaricauk, and we are now offering you the chance to win the experience.

The trip will be for 7 nights and 8 days for two people to truly discover Pura Vida.

The prize includes flights from London to San Jose and local transport as well as B&B accommodation.

[CLICK HERE TO ENTER](#)

TAYLOR MORRIS EYEWEAR

WIN THE TAYLOR MORRIS COSTA RICA EXPERIENCE

Living La Pura Vida

Costa Rica has been recognized as one of the happiest countries in the world - and now here's your chance to win an eight-day trip for two to experience it for yourself!

Costa Rica's diversity of landscapes, climates, and natural wonders provides visitors with a wealth of experiences. From the laid-back vibes of the beach to the adrenaline of zip lining, there's something for everyone. The trip includes flights from London to San Jose and local transport as well as B&B accommodation.

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Costa Rica

Shop the new collection

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DISCOVER LAID BACK LUXURY

essential COSTA RICA

DISCOVER MOTHER NATURE'S PLAYGROUND

essential COSTA RICA

DISCOVER MOTHER NATURE'S PLAYGROUND

DISCOVER LAID BACK LUXURY

WIN A TRIP TO COSTA RICA

[ENTER NOW](#)

Stay tuned for more information about our latest collection coming soon!

With Love
The Taylor Morris Team

p.s. don't forget to tag us in your photos
[@taylormorrisofficial](#)

